

## STEM STUDY GROUP No. 1 ACTION PLAN

**Energize and fund a statewide public awareness campaign to help Kentuckians understand the critical importance of STEM to their own economic competitiveness and to that of the Commonwealth.**

Strategy	Objectives (to achieve the strategy)	Accountability & Assessment (Responsible Person/Agency)	Timeline for Completion	Funding Source/Estimated Cost
(1) Build public ownership of the problem and its solutions, especially among educators, parents, and community leaders.	<ul style="list-style-type: none"> <li>Identify funding sources; begin private sector fund raising.</li> <li>Solicit proposals and hire a public relations firm and an advertising firm for an integrated communications campaign.</li> <li>Conduct focus groups to determine what various constituencies know and do not know. Determine best way to reach each constituency (P-12 educators, higher education, state and local government leaders, business leaders, parents)</li> <li>Launch campaign with high-profile event, or series of statewide events, with statewide media blitz.</li> <li>Create <b>BOLD</b> public awareness campaign.</li> <li>Segment constituencies and develop integrated communications plan accordingly.</li> <li>Develop concise mission statement.</li> <li>Create branding strategy.</li> <li>Develop and produce creative materials to support branding strategy, including print, radio, TV, outdoor.</li> <li>Develop and produce peripherals: pins, T-shirts, caps, visors, other giveaways.</li> <li>Identify (nontraditional) spokespersons from business, government, sports, entertainment.</li> <li>Create Power Point presentation.</li> <li>Develop message points (elevator talk).</li> <li>Develop “buzz” plan for each constituency.</li> <li>Implement viral marketing, on-line placements.</li> <li>Insert STEM focus into sports and entertainment events.</li> </ul>	STEM Task Force [may possibly need a separate non-government entity to oversee and manage a project that has both public and private funding]	<p><u>2007</u> September – December: Set up oversight structure; Begin private fundraising; Begin state funding process.</p> <p><u>2008</u> January-March: Develop RFP; Continue private fundraising.</p> <p>April-June: Issue RFP &amp; select firm.</p> <p>July-December: create and implement campaign.</p> <p><u>2009</u> January-July: Continue implementation of campaign.</p>	<p>Public private partnership with shared funding from private sources and several govt. Sources: CPE, Education &amp; Economic Development Cabinets, other Executive Branch agencies; PLUS private sources such as Chambers of Commerce, private businesses.</p> <p>-----</p> <p><b>Total est. cost: \$2 million</b></p>

	<p><u>COST ESTIMATE EXPLANATION</u></p> <ul style="list-style-type: none"> <li>• <u>Plan Development</u>: Development of initial integrated communications plan, including research, focus groups, possible telephone surveys, development of overall situational analysis and development of communications strategies, messages points and tactics.</li> <li>• <u>Public Relations Campaign</u>: Implementation of public relations activities, including statewide media relations, implementing communications tactics to reach various key audiences, creation of special events, public meetings, etc. Ongoing pursuit of media stories related to STEM issues; coordination of buzz marketing strategies.</li> <li>• <u>Advertising Campaign</u>: Development of brand/image advertising, including all creative development, media buying statewide; also includes likely creation of collateral material (i.e., buttons, caps, letterhead, information brochures, press materials, etc.).</li> <li>• <u>Staff oversight</u>: one manager, one administrative assistant; office support</li> </ul>			<p>\$20,000-50,000</p> <p>\$200,000-400,000</p> <p>\$1.2 – 1.5 million</p> <p>\$100,000</p>
<p>(2) Publicize Kentucky's need to cultivate our STEM intellectual capital to create a 21st century "talentforce" and grow knowledge economy jobs within the Commonwealth.</p>	<ul style="list-style-type: none"> <li>• Convene 21<sup>st</sup> century Talentforce Leadership Team.</li> <li>• Use public awareness campaign as starting point.</li> <li>• Unify leadership sectors (government, business, higher education).</li> <li>• Identify key education, business, other stakeholder leaders to be "missionaries."</li> <li>• Deputize a STEM "posse."</li> <li>• Use internal communication networks.</li> <li>• Deliver Power Point presentation.</li> <li>• Utilize message points; create elevator talk, buzz.</li> <li>• Insert topic at all relevant meetings and conferences.</li> <li>• Insert topic in all planning documents.</li> <li>• Insert topic in all newsletters, other communications.</li> </ul>	<p>Economic Development Cabinet and/or Kentucky Chamber of Commerce</p>	<p>July 2008 – July 2009</p>	<p>Re-direct existing resources</p>

<p>(3) Increase student awareness of STEM career possibilities, particularly those within the Kentucky energy sector, through the development of future sustainable energy solutions</p>	<ul style="list-style-type: none"> <li>• Make STEM careers cool: “Everyone wants to be a STEM professional!”</li> <li>• Use public awareness campaign as starting point.</li> <li>• Conduct focus groups with high school and college students to determine their attitudes and how to reach them.</li> <li>• Conduct sessions with high school and college teachers to help them “sell” STEM.</li> <li>• Identify “sexy” and cool STEM professionals as spokespersons (or, perhaps create a character who would connect with students via media, special events and appearances).</li> <li>• Schedule STEM professional “drop-ins” at schools.</li> <li>• Intensify viral marketing; use YouTube, other.</li> </ul>	<p>CPE, Education Cabinet / Workforce Investment</p>	<p>July 2008 – July 2009</p>	<p>Re-direct existing resources</p>
<p>(4) Encourage students to excel in STEM classes and pursue careers in STEM fields. For example, summer workshops, K-12 involvement with college/university level research, and interactions with scientists, engineers and researchers could be utilized to motivate students in the STEM pipeline.</p>	<ul style="list-style-type: none"> <li>• Infuse “STEM is my favorite subject” attitude into all K-12.</li> <li>• Use public awareness campaign as starting point.</li> <li>• Adapt communications campaign materials for K-12 age groups.</li> <li>• Create special give-aways: T-shirts, pins, stickers, etc.</li> <li>• Continue support of all STEM activities, but add much more!</li> <li>• Insert STEM messages into all existing teacher communications.</li> <li>• Provide inquiry-based STEM PD workshops for K-8 teachers.</li> <li>• Provide middle and high school summer internships with STEM professionals.</li> <li>• Send STEM trailer with exhibits and programs to schools.</li> <li>• Provide after-school programs at STEM locations.</li> <li>• Provide STEM summer workshops for students.</li> <li>• Create virtual STEM challenge for middle and high school students.</li> </ul>	<p>CPE P-16, KDE, Kentucky Virtual High School; Louisville Science Center &amp; other informal education providers, private sources.</p>	<p>July 2008 – July 2009</p>	<p>Re-direct existing resources.  <b>Plus additional funds for new programs; est. \$500,000</b></p>

<p>(5) Engage P-8 parents to ensure their understanding of the importance of STEM achievement to their children's academic career and success.</p>	<ul style="list-style-type: none"> <li>• Get parents talking about STEM.</li> <li>• Use public awareness campaign as starting point.</li> <li>• Adapt communications campaign materials for parents – especially mothers.</li> <li>• Create pins, bumper stickers: “another parent for STEM;” or in some fashion utilize the brand and logo developed via integrated communications campaign.</li> <li>• Distribute STEM “goodie bag” through hospitals to new mothers.</li> <li>• Develop tips for parents to have STEM talks with their children.</li> <li>• Provide on-line resources/references for parents.</li> <li>• Identify respected spokespersons, provide power point presentation.</li> <li>• Conduct programs for PTOs, community groups, churches.</li> <li>• Conduct STEM fairs at schools.</li> <li>• Conduct STEM supermarket co-promotions.</li> </ul>	<p>KDE / Family Resource Centers, PTOs, Health &amp; Family Services Cabinet; Libraries &amp; Archives Dept., informal education providers, community based organizations.</p>	<p>July 2008 – July 2009</p>	<p>Re-direct existing resources.</p> <p><b>Plus additional funds for new programs; est. \$100,000</b></p>
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